

**AT CWD, OUR AIM IS SIMPLE: CREATE WHAT'S DIFFERENT**

*Do you thrive in a dynamic work atmosphere? Are you driven by innovative and forward-thinking ideas? Are you inspired to Create What's Different on a daily basis?*

*These are the characteristics of a successful CWD team member - which could be you!*

**Marketing Manager**

The Marketing Manager will focus on developing and implementing marketing strategies and campaigns designed to promote our products and brands while working collaboratively with others to "Create What's Different". The ideal candidate will have a background in Business Development and Sales as those will be components of the role. This role will focus on brand marketing initiative 65% of the time, 25% digital marketing/ecommerce, and 10% on B2C marketplace sales channels.

Please note: This is a 40 hour a week position based at our headquarters in Niagara Falls, ON. This position does not provide an option to work remotely.

**The successful candidate will be responsible for:**

*Marketing Strategy*

- Lead in the development, implementation and execution of the marketing plan for multiple brands (Fluance, Nyrius, Electrohome and Magnasonic) to increase our presence and business development opportunities
- Advise the team on marketing best practices and recommendations to support the development and execution of business plans
- Measure and analyze traffic and sales results against goals (ROI and KPIs), share learnings and recommend changes for all advertisement and marketing campaigns
- Work with influencers, bloggers, and brand ambassadors to achieve earned media
- Ensure the best possible user experience is achieved by communicating the benefits of the product to the end user through various digital marketing materials
- Work with vendors on social media, marketing and advertising campaigns for our brands
- Work with internal departments on product launch marketing efforts
- Lead market research efforts to uncover the viability of current and existing products/services and capitalize on market opportunities

*Leadership*

- Empower the team towards achieving the corporate objective, goals of the department, and their personal goals by sharing "the why" and the needs of the business
- Ensure that the department is aware of trends and improvements in both techniques and technology and encourage them to stay ahead of the curve
- Make recommendations for process improvements including regular audits and necessary amendments
- Brainstorm new and creative growth and optimization strategies with the team
- Maintain and monitor the department budget

*Content Marketing*

- Oversee the creation of product descriptions, titles and key selling features
- Develop identity packages and branded materials with the brand marketing team

- Generate ideas and creative briefs such as web banner slogans and video scripts for the design team to implement
- Review provided content for brand alignment

#### *Coordination, Collaboration & Communication*

- Maintain relationships and coordinate with marketing services
- Drive the company forward through cross functional communication in areas such as product design and user experience
- Broadcast marketing efforts across the company through a wide variety of reporting on progress strategies

#### *Project Management*

- Oversee entire projects from start to finish completed by the team and complete a final review to ensure accuracy and end result is in line with the needs of the business and key stakeholders
- Maintain a realistic schedule of these projects and ensure updates on progress and status to stakeholders regularly
- Review incoming projects and task and delegates them to the appropriate team to complete

#### *Website- Traffic and Conversion*

- Scale traffic to our websites within predetermined ROI
- Use data to scientifically improve conversion
- Search Engine Optimization with the goal of increasing Google ranking through content creation
- Audit websites for proper SEO structure and coding, report and coordinate changes
- Understand target markets and customer motivation using demographic and psycho-graphic data
- Analyze Google Analytics website data to build proposals on website improvements and user experience

#### **Education and Experience**

- Post-secondary diploma/degree in Marketing or a related field
- Minimum of 5 years related working experience in marketing with a preference in a medium sized technology company
- Experience reporting to a high-level executive
- Experience working in a fast-paced entrepreneurial company
- Demonstrated team player, who is motivated and energetic
- Ability to work effectively, both independently and in a team environment, in an atmosphere of multiple projects, shifting priorities and deadlines

#### **Competencies**

- In-depth level of knowledge of marketing principles and practices to increase brand awareness
- Experience developing effective digital marketing plans and the ability to drive online sales
- Proven knowledge of marketing, tracking, reporting and strategizing
- Comfortable overseeing a range of different types of marketing campaigns
- Strong web analytic skills
- Strong interpersonal and communication skills required to facilitate and build effective relationships with key stakeholders
- Results oriented and well organized with a sense of urgency and an ability to meet deadlines

- Advanced knowledge of Google Analytics, website analytics and consumer behavior
- Advanced knowledge of ecommerce and digital marketing KPIs
- Advanced SEO knowledge and upcoming trends
- Problem solving ability
- If the above interests you, then apply to join a fast paced, creative and energetic team!

CWD is an equal opportunity employer committed to inclusive, barrier-free recruitment and selection processes and work environment. We will accommodate the needs of the applicants under the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act (AODA) throughout all stages of the recruitment and selection process. Please advise the Human Resources Department to ensure your accessibility needs are accommodated throughout this process. Information received relating to accommodation measures will be addressed confidentially.

### ***ABOUT US***

CWD designs, manufactures, markets and sells consumer electronics that enhance our lives.

As a pioneer in the markets of do-it-yourself video security, baby video monitors and wireless connectivity, we have successfully applied the principles of innovation and superior technology to a dynamic range of product categories. We are committed toward consistently exceeding consumer expectations and changing the way people think about:

- \* Baby Safety Devices
- \* Do-it-yourself Video Security
- \* Wireless Connectivity Products
- \* Home Theater Audio
- \* Retro Music Systems
- \* Clock Radios
- \* Karaoke Systems
- \* Massage Products

From conception to launch, over 100 talented professionals work to ensure all of our products undergo the same intensive, completely in-house development and design process, resulting in the uncompromising quality and industry-leading performance that consumers trust.

The letters 'CWD' are shorthand for the empowering philosophy that drives every aspect of what we do – Create What's Different.